Note for Sabini, Rosemary

From: Ferrin, Robert

Date: Wed, Sep 11. 1996 5:43 PM

Subject: B&H RYG 9/11

To: Forsythe, Heather (LBC); LBC.LB19:BUEHLER; LeVan, Suzanne; Mc1, Farland DIANA (LBC); Peta, Beth; Porter, Doug (LBC); Sabini, Rosemary; Weiner, Russell

Benson & Hedges' "All Outlet" share for the week ending 8/31/96 was 2.36, +0.02 pts. versus the previous week. "Convenience" share for the same period was 2.03, +0.02 pts. versus the previous week. Brand expects share to increase even further over the next few weeks as consumers:
• start using the coupons they received in the catalog direct piece which just completed mailing, and
• begin saving their UPCS toward the items in the new catalog.

RED

1997 Direct - Brand, Agency and Direct met to hash out B&H's 1997 direct plan. Meeting went exceptionally well thanks to Heather's preparation and organization. Heather to have program typed up before issuing.

YELLOW

January Retail - Agency/Brand have revised the B2G1F gravity feed (shaped like a B&H Menthol pack) to address SAL's concerns--recall, price circle was missing, as was branding on the sides of the piece. Brand will be showing revised comps, as well as a DDCP for the Gravity Feed to SAL later this week.

B & H has obtained 1/3 page bonus pages in several Spanish Language, Hispanic Publications. Insertion dates for these ads will be in December, January and February (where appropriate). The 1/3 page ads will be in spanish and feature a consumer survey with a lighter bounceback (with one UPC). The forecasted redemption rate is 8,600 and lighters have been ordered in conjunction with the bounceback lighter for the pack insert test. An initial comp of the ad was viewed on 9/9/96 and changes requested. A revised comp is expected late the w/o 9/9/96.

Sept FSI - As of 9/10, Sitel had received approx. 2600 callsregarding the B&H Catalog FSI that dropped 9/1. While Brand is please at this high level of interest, we are having Fullfillment look into the reason for this high volume. The FSI displayed all the items and contained an order form. Therefore, consumers don't need to call to request a catalog.

August Buydown: Brand has requested actual store lists from Section 54 for the purpose of monitoring share/distribution gains in stores that received the 40¢ off promotion. Once this list is forwarded, Brand will use STARS store level data to track results.

Events - Everything continues to run smoothly. Below updates key elements:
• Preliminary results from telephone research were presented on Tuesday to SAL, Bob M. and Mike S. Results were very positive--(i.e. 97% of attendees liked the event very much/somewhat; 13% of competitive smokers purchased B&H within 5 days after the

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event). A complete report will be issued by PM Research next week.
• The Club B&H video was presented to Senior Management. Brand was pleased with the way the video displayed the visibility, energy and excitement that the program is generating.
• Telemarketing: Two months into the program, the Club B&H 800# has received over 3,300 calls.

September Retail - Ordering is as follows:
• National Kit: 74% total
• Houston Kit: 99.8%
• Dallas Kit: 83%
• Atlanta Kit: 97%
• New Orleans Kit: 57.9%
• Military: 88%

Recall, the Houston, Dallas, Atlanta and New Orleans kits had Club B&H take-ones included in them. Otherwise, all kits contained the same keychain/bottle-opener POS. Brand asked Trade Marketing to look into New Orleans ordering. All other ordering is on schedule, although Regions 1 and 5 are slightly behind on their ordering, which is bringing down the overall National Kit percentage. Trade Marketing has contacted the field and will have feedback no later than Monday's OPB.

GREEN

Direct "Comforts of Home" - Catalog completed dropping last Friday. Recall catalog offers 10 items for the home (12 for B&H's most special consumers) and was mailed to 837M B&H and Competitive Responders.

Urban Visibility - Wave I of B&H's Sept/October Keychain bottle-opener promotion has been placed. Wave II placement will begin October 1. At that time, Brand will begin receiving feedback on the success of its first promotion in non-workload outlets (i.e. how fast did it sell through, was there any competitive response, etc.).

May Retail - Recall, Brand has a pack incentive promotion planned for this month. In keeping with the theme established in September (keychain-bottle opener in shape of B&H pack), Brand will be recommending the offer be a lighter in the shape of a pack. Concept will be presented to SAL this week.

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